

# What are careers today?



Careers today are the reverse of what they were yesterday. Until this generation, few people had any choice. Sons followed their fathers into a prescribed occupation, taking what jobs they could get to keep bread on the table and, more recently, a respectable car in the driveway.

Today jobs are plentiful. For the first time since Eden there are more jobs than people. But a job... a living... is now not enough. The educated and idealistic young want opportunities for contribution, for achievement, for excitement. Most want to live well and make a life out of a livelihood.

So careers today have become both an opportunity and a problem,

because they require choice. You can choose, almost without limit, among the things that you can do with your life. You want work that brings fulfillment, and you find it elusive.

No one tells you how to choose, what questions to ask, what commitments to make and which ones not to make. Nobody tells you what the various fields are like today and how they are in a process of radical change. Nobody tells you that academia imposes deadly conformity or that banking is no longer staid and stodgy. No one tells you that local government, though it still smells of the cuspidor, must find people with imagination to deal with the urban crisis.

Most of our institutions still behave in a way that was appropriate when college graduates were few, and few were needed. They need for information on jobs and

careers. Today, when the information is desperately needed, it still is not provided. A kind of cultural lag has left a blackout on the information essential for career decisions.

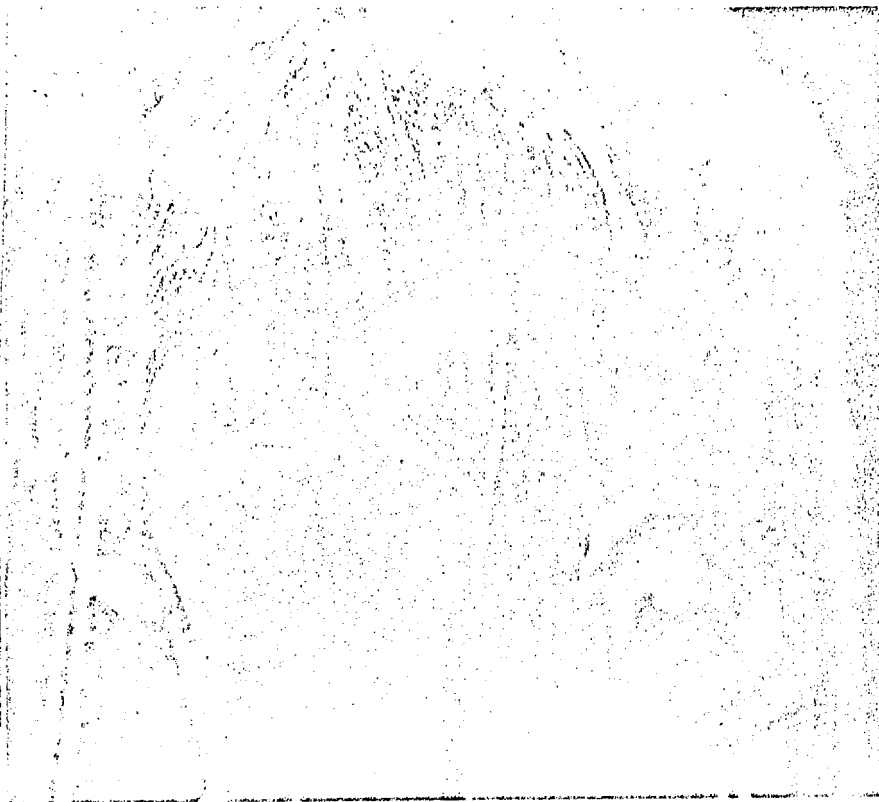
We must make a start. With the publishers of *PSYCHOLOGY TODAY*, the magazine of social science, a group of us — educators, businessmen, editors and young people — have founded *CAREERS TODAY*, the new magazine for students, graduates and adults of all ages who want to put their knowledge to better use. We know from the response to the charter issue that we can make a contribution. We have found the need to be even more serious than we had imagined.

If we do our job, more men and women will make rational decisions about the use of their talents. And most will discover that career choices can be fun—they need not be full of agony, despair and doom.

*T. George Harris*

T. George Harris  
managing editor  
*Careers Today*

# What is Careers Today?



At last! A magazine about what you do with your life.

For the first time in history, there are more jobs than people. Today a job...a living...is not enough. People who care want careers today...careers that are meaningful, satisfying and rewarding.

The purpose of CAREERS TODAY is to help the student to choose, to help the young know when to stick it out or bug out of the wrong job, to help the parent to guide. CAREERS TODAY is about the investment (and reinvestment) of human capital. It deals specifically with what people work at...and why. It reports on people who are making real contributions by doing things their own way—in business, in Government, in the arts and sciences.

## Half-Price Charter Offer

CAREERS TODAY gives you practical information on starting salaries, what traps to watch out for, which risks to take and which to turn down, how to rate fringe benefits, and what to expect in 10 years—information that's not available anywhere else. Whatever your work, you'll find CAREERS TODAY provocative, informative and useful. So take advantage of this special offer now: a one-year

Charter Subscription for just \$5—half the regular \$10 price.

CAREERS TODAY has equal relevance for everyone caught up in a world of accelerating change. Half the jobs people do today did not exist at the end of World War II. You are no longer locked in a lifetime career—nor can you afford to be. Now you can—and should—shape the system to your own goals and values by doing things your own way.

"We are moving toward a society that can only be described as a mass aristocracy," writes CAREERS TODAY Editor, T George Harris. "That's a country like nobody ever saw before. It's a place where millions more people can use their educational talents to the limit. Our job is to help them find where the odds are best."

If you are about to plunge into the working world...if you are stymied right now in an unsatisfying job...if you want to keep pace with what's happening...if you are a concerned parent or adviser to the young: CAREERS TODAY is your only source of solid information.

You'll get in-depth insights in special-emphasis issues on communications...marketing...engineering...medicine...graduate school...Government...Wall Street...Armed Services...and many more.

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You will find CAREERS TODAY's style as unique as its subject matter. The writing is aware and authoritative, laced with just enough humor and whimsy to keep everything in perspective. The visual presentation is bold and contemporary, lavishly splashed with full color.

If you act now while the charter rolls are still open, you can subscribe for a full year at half price—and save \$5.00. You needn't send any money now; we'll be happy to bill you later. Just fill in the coupon below or the attached postpaid card and drop it in the mail. Become a Charter Subscriber to CAREERS TODAY. Today.

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**Careers Today**

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Careers Today: Doing things your own way

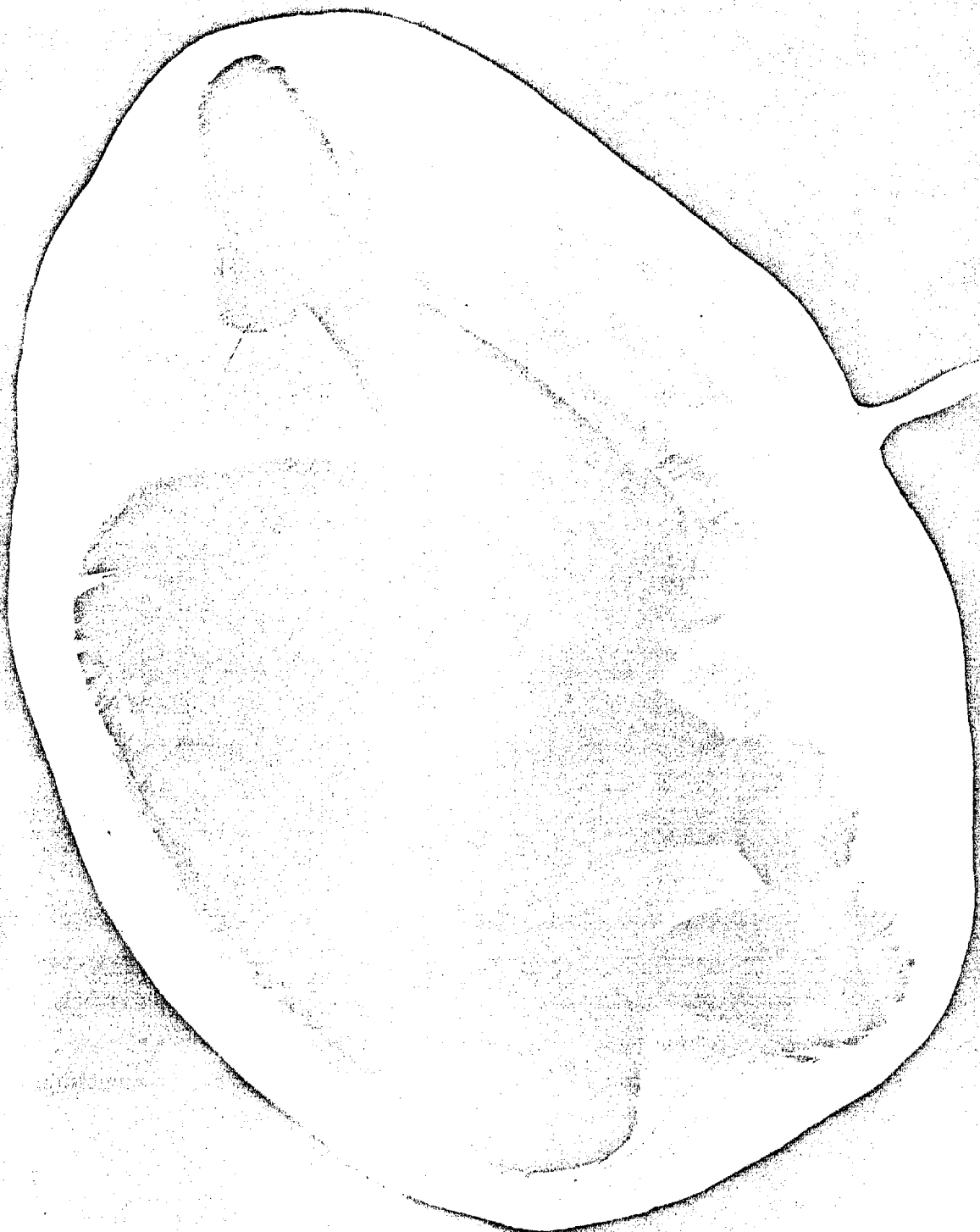
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DOING THINGS YOUR OWN WAY

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# CALTECH IS today

'What students have experienced is insane' — PETER F. DRUCKER



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